



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 185970

Schedule Dates 10/29/12-11/06/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name BEALE, RACHAEL
Phone/Fax /
CPE KAINE/US SENATE RACE 2012/11069
Account Types Local Political Candidate Agency
Billing Type Standard
Comments KAINE 10/29-11/6/12

Date Entered 05/09/12
Last Modified 05/10/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$24,855.00
Net Total \$140,845.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Nov. 2012	79	\$165,700.00
Grand Total:	79	\$165,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		5/9/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
3.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
4.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7:27P- JEOPARDY		1	1	1	1	1			5	\$3,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
6.0	Normal Line / SPOT	10/29/12-11/01/12	3	:30	6:58P- WHEEL OF FORTUNE		1	1	1	1				4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		5/9/12
7.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		5/9/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		5/9/12
9.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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10.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	4:58A- ABC-ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/9/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1		1	1			4	\$250.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
12.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	53001- ABC-KATIE COURIC		1		1		1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	53001- ABC-KATIE COURIC		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		5/9/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		5/9/12
15.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$250.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		5/9/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)		5/9/12

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10/29/12-11/06/12

Advertiser

Kaine for Senate 2012 (15809)

Agency

Media Strategies & Research (1419)

Product

Political-Political (1088)

Brand

KAINE FOR SENATE 2012 (68318)

Salesperson

Petro, Susan (1110)

Sales Office

WJLA - Core Team

Buyer Name

BEALE, RACHAEL

Phone/Fax

/

CPE

KAINE/US SENATE RACE 2012/11069

Account Types

Political-Political Candidate Agency

Billing Type

Standard

Comments

KAINE 10/29-11/6/12

Date Entered 05/09/12
Last Modified 05/10/12
Entered By Susan Petro
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Grand Total: 79 \$165,700.00

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19.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		5/9/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
21.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
23.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1	1							2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
24.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		5/9/12
27.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		5/9/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1								1	\$300.00	\$300.00	WJLA Arlington (WJLA)		5/9/12

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Spots	Rate
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Total:	\$165,700.00

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29.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	10:58A- ABC-THE VIEW	1								1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/9/12
30.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10:58A- ABC-THE VIEW	1								1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/9/12
31.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	9A- LIVE!	1								1	\$350.00	\$350.00	WJLA Arlington (WJLA)		5/9/12
32.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1								1	\$400.00	\$400.00	WJLA Arlington (WJLA)		5/9/12
33.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	4492Z- ANDERSON COOPER SHOW	1								1	\$400.00	\$400.00	WJLA Arlington (WJLA)		5/9/12
34.0	Normal Line / SPOT	10/30/12-11/01/12	3	:30	6:57P- 7P (EST)	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:57P- 7P (EST)	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
36.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10P- ABC-20/20	1								1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		5/9/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	9P- ABC-MODERN FAMILY	1								1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		5/9/12
38.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	48508- ABC-GREYS ANATOMY	1								1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/10/12
39.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	50048- ABC-DANCING WITH THE STARS	1								1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		5/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Revised Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11069

Contact: Susan Petro/Barbara Monares

Email: bmonares@wjla.com

Phone: 703-236-9552

Fax: 703-236-2341

Direct: 703-236-9212

WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WJLA 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$250.00 \$1,500.00	1	1		1	1	✓		1	1	6
WJLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$900.00 \$6,300.00	1	1	1	1	1	✓		✓	1	7
90% PE at LUR Per WJLA, Move to P3													
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$1,000.00 \$7,000.00	1	1	1	1	1	✓		1	1	7
90% PE at LUR Per WJLA, Move to P3													
Good Morning Sat 7:00 AM 8:00 AM	EM	Sa 30	\$250.00 \$250.00						✓				1
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$200.00 \$200.00							✓			1
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$350.00 \$350.00		✓								1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$600.00 \$1,200.00					1				1	2
WJLA Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$400.00 \$800.00	✓		✓							2
Millionaire 12:30 PM 1:00 PM	DT	M-F 30	\$300.00 \$300.00								1		1
Anderson 3:00 PM 4:00 PM	EF	M-F 30	\$400.00 \$400.00			✓							1
Katie Couric 4:00 PM 5:00 PM	EF	M-F 30	\$800.00 \$4,000.00	1		1		1	✓		✓	1	5
WJLA 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$1,400.00 \$9,800.00	1	1	1	1	1	✓		2		7
90% PE at LUR Per WJLA, Move to P3													

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:11:46 PM

WJLA-TV

Page 1 of 3



Station Order Revised Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

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				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WJLA 6p News	EN	M-F 30	\$1,400.00	1	1	1	1	1	✓		1		6
6:00 PM 6:30 PM			\$8,400.00										
90% PE at LUR Per WJLA, Move to P3					✓		✓				✓		
ABC World News	EN	M-F 30	\$5,000.00		1		1				1		3
6:57 PM 7:00 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3										✓			
ABC World News	EN	Su 30	\$500.00							1			1
6:00 PM 6:30 PM			\$500.00										
Wheel of Fortune	PA	M-F 30	\$3,000.00	1	1	1	1	✓			1		5
7:00 PM 7:30 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3													
Jeopardy	PA	M-F 30	\$3,000.00	1	1	1	1	1	✓		1		6
7:30 PM 8:00 PM			\$18,000.00										
90% PE at LUR Per WJLA, Move to P3													
Dancing With Star	PT	M 30	\$16,000.00								1		1
8:00 PM 10:00 PM			\$16,000.00										
90% PE at LUR Per WJLA, Move to P3						✓							
Modern Family	PT	W 30	\$18,000.00			1							1
9:00 PM 9:30 PM			\$18,000.00										
Grey's Anatomy	PT	Th 30	\$10,000.00				1						1
9:00 PM 10:00 PM			\$10,000.00										
20/20	PT	F 30	\$3,500.00					1					1
10:00 PM 11:00 PM			\$3,500.00										
Once Upon a Time	PT	Su 30	\$10,000.00							1			1
8:00 PM 10:00 PM			\$10,000.00										
90% PE at LUR Per WJLA, Move to P3													
WJLA 11p News	LN	M-F 30	\$2,500.00	1	1	1	1	1	✓		1		6
11:00 PM 11:35 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3										✓			
Saturday 11p News	LN	Sa 30	\$800.00							1			1
11:00 PM 11:35 PM			\$800.00										
90% PE at LUR Per WJLA, Move to P3													

Rachael Beale

Media Strategies and Research

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703-877-2000 303-764-9958 Fax

rachael@mediastراتيجيات.com

Date/Time Sent: 5/7/2012 1:11:47 PM

WJLA-TV

Page 2 of 3



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Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

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WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Sunday 11p News	LN	Su	\$1,400.00							1			1
11:00 PM 11:35 PM		30	\$1,400.00										
90% PE at LUR Per WJLA, Move to P3													
Nightline	LF	M-F	\$500.00	1		1	1				1		4
11:35 PM 12:05 AM		30	\$2,000.00										
Station Gross Totals				11	11	11	11	10	2	4	14	5	79

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WJLA-TV

Page 3 of 3

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WJLA-TV Washington, DC	Date: 5/8/2012
---	--------------------------

I, Media Strategies and Research,
 being on behalf of: Tim Kaine, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the Primary
 election to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 29, 2012	Tuesday, November 06, 2012

Total Gross Charges: \$165,700.00


Media Strategies and Research
 1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
 Denver, Colorado 80203 Fairfax, Virginia 22030
 (303) 989-4700 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Warren Thompson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, May 08, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



Media Strategies and Research

1580 Lincoln Street, Suite 510

Denver, Colorado 80203

(303) 989-4700

11350 Random Hills Road, Suite 670

Fairfax, Virginia 22030

(703) 877-2000



Report run on:
Selected start date & time:
Account Group
Account Number

05/09/2012 02:10 PM EDT
05/09/2012 02:01 PM EDT
WJLA
4426215831

Report run by:
Selected end date & time:
Depositor
Deposit Status

Bobby Wylie
05/09/2012 11:59 PM EDT
BW274356
All

Deposit Detail by Account Report - Allbritton Communications Co

Account Name/Number: WJLA TV-Deposit/4426215831

(continued) *Cvt. # 185926 WBS/185931*

Number of Deposits:
Total of Deposits Submitted:
Total Number of Items:

1
9

MSR
PAY TO THE ORDER OF
MEDIA STRATEGIES & RESEARCH
MEDIA FUND ACCOUNT
1801 LACON STREET SUITE 610
DENVER, CO 80274
(303) 733-4700

WJLA-TV
One Hundred Forty Thousand Eight Hundred Forty Five and 00/100*****DOLLARS

VOID AFTER 90 DAYS
Kaine for Senate 2012

Wells Fargo Bank, N.A.
Denver, CO 80274
23-7-1020

May 08, 2012
\$ **140,845.00

108252

Front Item Number 0000006

Cvt. # 185931

MSR
PAY TO THE ORDER OF
MEDIA STRATEGIES & RESEARCH
MEDIA FUND ACCOUNT
1801 LACON STREET SUITE 610
DENVER, CO 80274
(303) 733-4700

WJLA-TV
Eighty Seven Thousand Six Hundred Seventy Seven and 50/100*****DOLLARS

VOID AFTER 90 DAYS
Kaine for Senate 2012

Wells Fargo Bank, N.A.
Denver, CO 80274
23-7-1020

May 08, 2012
\$ **87,677.50

108250

Front Item Number 0000007

FOR DEPOSIT ONLY
WJLA-TV - DEPOSIT
AG: WJLA

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Serial: 6
Dep: 0000006
Ref: 111000025
Date: 05/09/12

Re: 111000025 AG: 05000004 Cvt: 185926 WBS/185931

Back

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Serial: 6
Dep: 0000006
Ref: 111000025
Date: 05/09/12

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